



ADSTAGE

Leverage HubSpot with Paid Social



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THE BIGGEST CHALLENGE WE FACE IN B2B

Grabbing a prospect's attention in B2B is difficult. Email inboxes tend to get flooded with higher priority content, and prospects don't typically think about work needs outside of work. So how does a marketer get their message in front of the right people at the right time, outside of email?

Your prospects are visiting one or more social platforms virtually daily. Social advertising provides a way to extend the reach of an existing Marketing Automation strategy, and deliver hyper-specific messaging throughout the life cycle.

Time spent per day on social media



Source: eMarketer, November 2014

Below, we'll reveal the key concepts discussed in the #INBOUND15 presentation, ["How to Leverage Marketing Automation with Paid Social Ads for B2B"](#).

ACQUIRING YOUR STRATEGIC ACCOUNT LIST

Sales often speaks in terms of accounts, while Marketing talks of leads. This can be a common source of misalignment. Bridge the communication gap by talking directly to sales management. Your sales managers are already held responsible for handling their top account lists in a given quarter. Align your marketing's goals to reach decision makers within these lists.

- Use Your Sales Top Prospect List

If your sales team is using HubSpot's CRM, they can build their top account lists as saved "views". Export and compile these views into company name lists to be targeted with ads.

- Website Visitor Company List

Name	Company Name	Phone Number	Lead Status	Create Date
	yellow barn media	-	-	08/30/2015
	WireBuzz	-	-	08/10/2015
	Wine-Searcher	-	-	08/09/2015
	Vinyasa Flow Yoga	-	-	08/11/2015
	Viamark Advertising	-	-	08/07/2015
	Vernon	-	-	08/28/2015
	Unisys	-	-	08/07/2015
	Tripwire	-	-	08/07/2015
	TOMORRO	-	-	08/07/2015
	TMZ (soon to be Jebbit)	-	-	08/07/2015

Using reverse IP lookup, HubSpot can reveal the company name and other useful information about a portion of your unknown website visitors. This list is particularly valuable because these visitors already know your brand, but may have not converted yet.

To obtain this list in the platform, first visit your Sales instance. Then select "company visits" on the search for prospects step.

SEARCH FOR PROSPECTS









HubSpot database

19,087,815 companies for you to search and add to your personal database.

Company visits

Search the 1,532 companies that have visited your website.

Once the company database reveals, refine your view using the left hand filters, and table column sort options.

<input type="checkbox"/>		Name		Domain	Company contacts 2
<input checked="" type="checkbox"/>	☆	 KPMG	+	 kpmg.com	94
<input checked="" type="checkbox"/>	☆	 Ogilvy	+	 ogilvy.de	89
<input checked="" type="checkbox"/>	☆	 Goldman Sachs	+	 gs.com	89
<input checked="" type="checkbox"/>	☆	 Apple Inc.	⌵ +	 apple.com	88

Export both your Sales Top Account list and your Website Company Visitor list before creating your first LinkedIn Ads campaign.

REACH INFLUENCERS AND DECISION MAKERS WITH LINKEDIN ADS

LinkedIn is the world's largest professional network with over 259 Billion users. Due to the wealth of information revealed in a LinkedIn profile, their advertising platform offers highly accurate B2B targeting options to reach your desired audience. Utilize their company targeting to reach specific accounts (companies) from your sales and website visitor lists. In LinkedIn, you have the option to target up to 100 companies in a campaign.

Utilize the additional targeting fields such as Job Title and Skills to reach specific influencers and decision makers within the target companies.

Company Targeting



Skill or Job Title

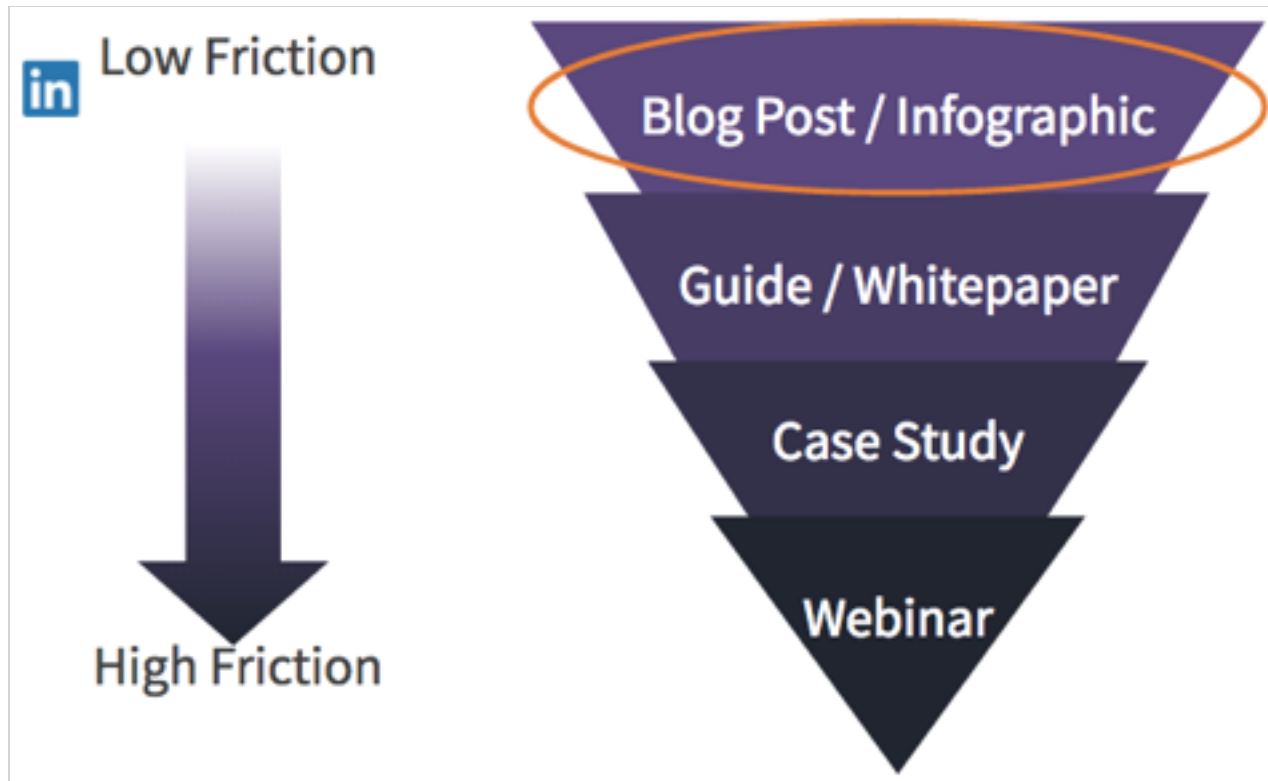


The screenshot shows the LinkedIn Campaign Manager targeting interface. It is titled "Campaign Manager" and has a red notification bubble with the number "9". The interface is divided into four sections, each with a question and a list of selected items:

- What location do you want to target? (required)**
 - Include: United States
- What companies do you want to target?**
 - Include: KPMG, KPMG US, Ogilvy, Ogilvy & Mather Advertising, Goldman Sachs, Apple
- What skills do you want to target?**
 - Include: PPC, PPC Bid Management, Online Lead Generation, Social Advertising, SEM, Demand Generation, Online Advertising
- What job functions do you want to target?**
 - Include: Marketing

Promote Low Friction Content on LinkedIn

The aim of your advertising shouldn't be to hard sell your product or service at this stage. Instead, offer easily digestible, relevant, and educational content. The aim is for the audience to click through, consume the content, and subscribe for more. The submission of their email will add them into your HubSpot database as a contact, and into a nurture workflow.



Utilize Sponsored Updates to deliver compelling content right in front of your prospects.

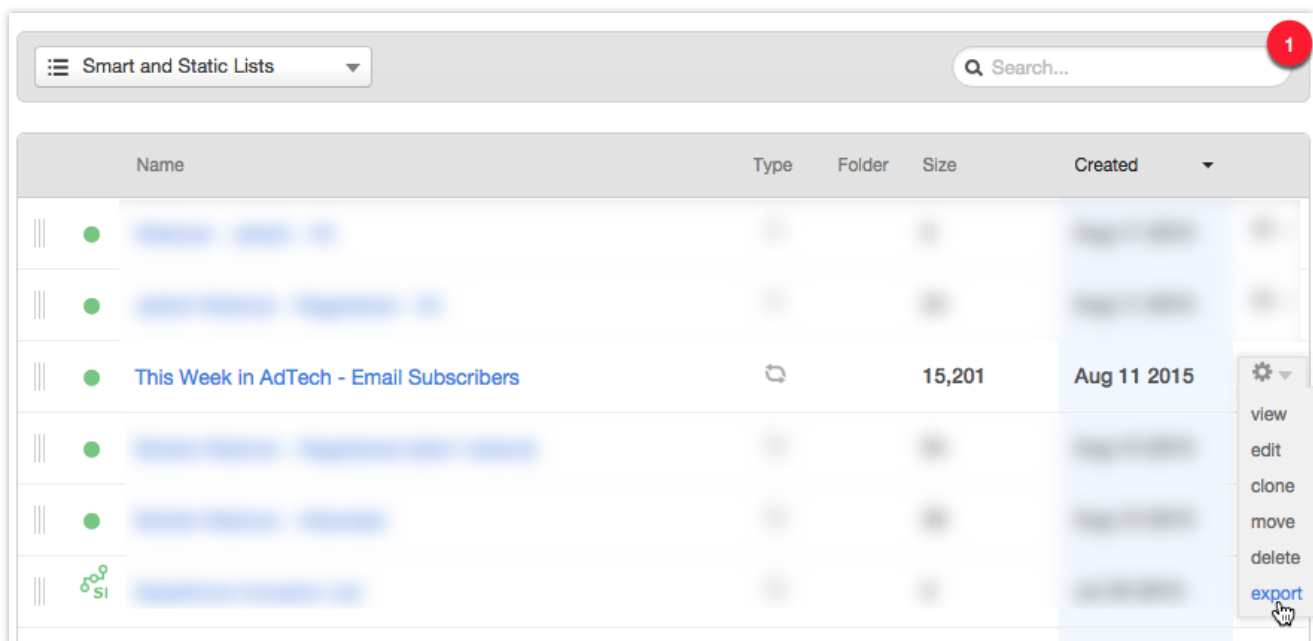


INFLUENCE KNOWN PROSPECTS USING ADS

In the previous example, we walked through how to obtain net new contacts from key accounts using LinkedIn Ads. However, using ads to obtain new contacts shouldn't be your single focus. Advertising can also be used to target a list of contacts already in your database, driving them towards a specific action.

Target a Prospect by Email

Within your HubSpot CRM, you can create different views, as either static or dynamic lists, based on certain criteria.



Export the target contact's emails and upload them as Custom and Tailored Audiences to be targeted with Facebook and Twitter Ads.

Create a Custom Audience

How do you want to add customers to this audience?

Information you provide will be matched with people on Facebook to create an audience. Your contacts won't be notified that you've added them to an audience, and we'll never contact them without your permission.

- Upload a file**
Upload a data file that contains emails, phone numbers, Facebook user IDs or mobile advertiser IDs
- Copy and paste your custom list**
Copy and paste emails, phone numbers, Facebook user IDs or mobile advertiser IDs of your customers and create a Custom Audience
- Import from MailChimp**
Import a customer list from a third-party email service.

Back

Name your audience.
Give your audience a unique and descriptive name.

Specify the type of data in your file.
What kind of records will you upload?

- ☒ Email addresses
- ☐ Mobile phone numbers
- ☐ Twitter usernames
- ☐ Twitter user IDs
- ☐ Mobile advertising IDs

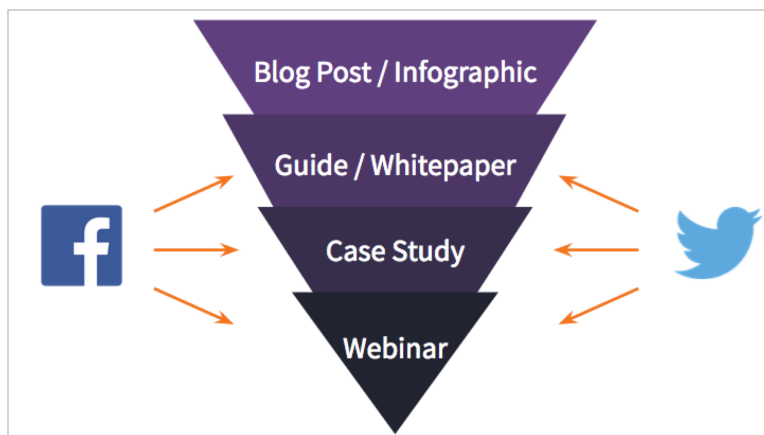
Upload your data file.
Supported file formats are .csv and .txt. The maximum file size is 5 GB. Your list can be separated by new lines or commas.

Choose the CSV or text file containing your list

☐ The records in this data file are already normalized and hashed using SHA256.

ALIGN YOUR PROMOTED CONTENT TO LIFECYCLE STAGES

Map out your different types of content, and align them to specific stages. Here's an example of how we've aligned content types by stages of the funnel.



For example, LinkedIn Ads can be used to syndicate early stage content such as blogs and infographics. While Facebook and Twitter Ads focus on delivering deeper funnel content such as whitepapers, case studies, and webinars. Upload email prospect targets and reach them with complimentary lifecycle stage content.

Keep in mind that targeting by email will only reveal ~15% match rate for B2B. To reach the remaining prospects, employ a retargeting strategy.

Target Prospects by Website Activity

By setting up the proper tracking, you can reach prospects who completed a specific web activity, such as filling out a whitepaper form. First you need to make sure the tracking pixels are placed across your entire website and any landing pages.

Create Audience

Pixel AddStage - Marketing's Pixel
Pixel ID: 1465079443779686

Website Traffic Anyone who visits your website

Include people who visit any page on the following domains (optional).

Choose a website domain [Browse](#)

In the Last days

☒ Include past website traffic

Audience Name
[Add a description](#)

[Cancel](#) [Create Audience](#)

Create new website tag

Name this tag.
Give your tag a unique and descriptive name so you can remember specifically which website conversion action you're tracking.

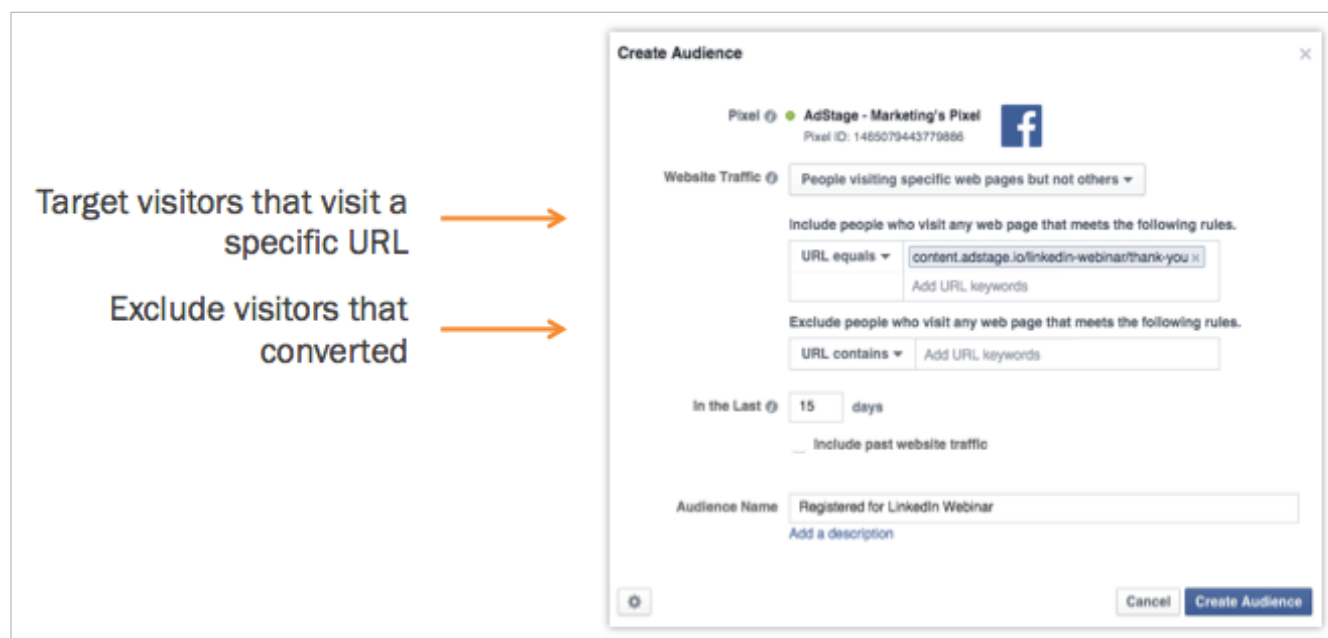
Select which type of conversion this tag will track.
Choose a conversion type that best describes the action you want to track. [Learn more](#)

☒ Select a conversion type

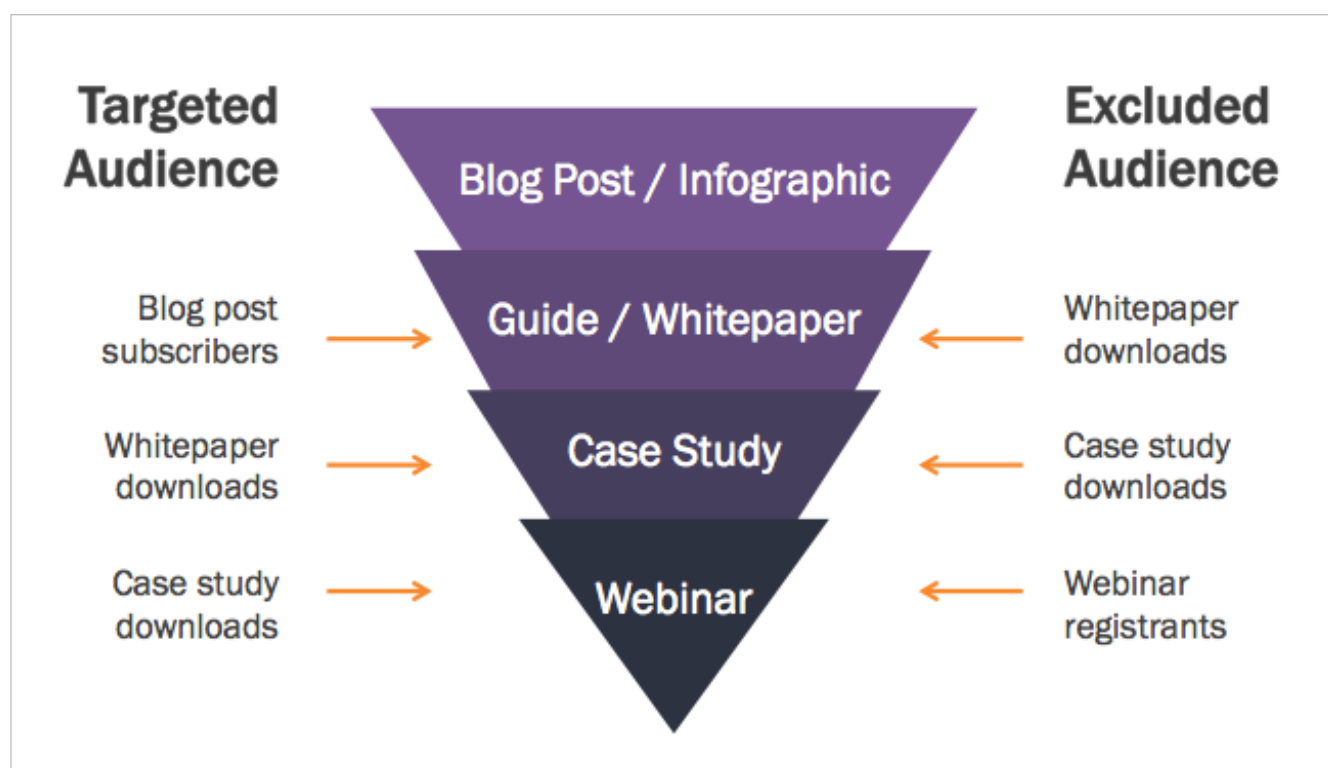
- ☒ Site visit
- ☐ Purchase
- ☐ Download
- ☐ Sign up
- ☐ Custom

☒ Create a tailored audience

Then, set up your campaigns so that you're serving ads to those who haven't yet converted. This can be done through Facebook or Twitter by excluding visitors who "converted" or took a desired action.



By adding and excluding audiences, the active content prompted to a prospect can be automatically triggered by specific website actions, such as subscribing to a blog.



CREATING A USER JOURNEY

Employing all the strategies mentioned, presents opportunities to reach a prospect from initial discovery, all the way to a closed won customer. Connecting the dots, below is an example of an end-to-end prospect journey being influenced by social advertising.

